Faulty functioning of TV transmitters in rural and backwards areas

†529. SHRI SURENDRA LATH:
SHRI KRIPAL PARMAR:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether several complaints have been received regarding faulty functioning of T.V. transmitters especially from the rural and backward areas during last three years;

(b) if so, the details thereof, State-wise; and

(c) the action taken by Government to ensure flawless functioning of T.V. transmitters?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) and (b) It has been informed by Doordarshan that performance of TV transmitters in Doordarshan Network is generally satisfactory though complaints of malfunctioning of some transmitters are received from time to time. No centralized data is maintained in this regard.

(c) All efforts are made by Doordarshan to attend to the complaints promptly; However, in the case of Very Low Power Transmitters which are unmanned installations, it takes some time to attend to the complaints as maintenance staff has to be sent from the nearly Maintenance Centres.

Law for checking surrogate advertisements

530. SHRI VED PRAKASH P. GOYAL:
SHRIMATI SUKHBUNS KAUR:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Government propose a law to check surrogate advertisements resulting that no brand that is a namesake of liquor brands in the market can be advertised on T.V. or Radio;

†Original notice of the question was received in Hindi.

(b) the present volume of such surrogate advertisements, which are the companies and brands involved and the amount involved in such advertisements during the last two years;

(c) the time-frame to implement it; and

(d) the main features of the proposed law and the agency for its monitoring?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) All the programmes and advertisements telecast by TV channels through cable network are required to adhere to the Programme and Advertising Codes prescribed under the Cable Television Network (Regulation) Act, 1995 and rules framed thereunder. As per Rule 7(2) (viii) of the Advertising Code, no advertisement shall be permitted which promotes directly or indirectly production, sale or consumption of cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants, infant milk substitutes, feeding bottle or infant food.

(b) The Government does not maintain details of total advertisements telecast on private television channels.

(c) and (d) This Rule 7(2) (viii) is already being implemented. The Government has issued an order on 12.04.2005 directing all TV channels to strictly adhere to Rule 7(2) (viii) of the Cable Rules, 1994. In Inter-ministerial Committee looks into the violations of the Programme and Advertising Codes prescribed under the Cable Act. The Committee either *suo-moto* or on receipt of a complaints, examiners cases of violation of the Codes. Show cause notices are issued in the first instance to TV channels telecasting objectionable programmes/advertisements in the violation of the Codes and incase of violations being established, TV channels are directed not to telecast/re-telecast the advertisements.

Radios and TVs

531. SHRI K. B. KRISHNA MURTHY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the estimated number of Radios and TVs which are being used by the people;

(b) the estimated number of Radios and TVs sold every year; and